

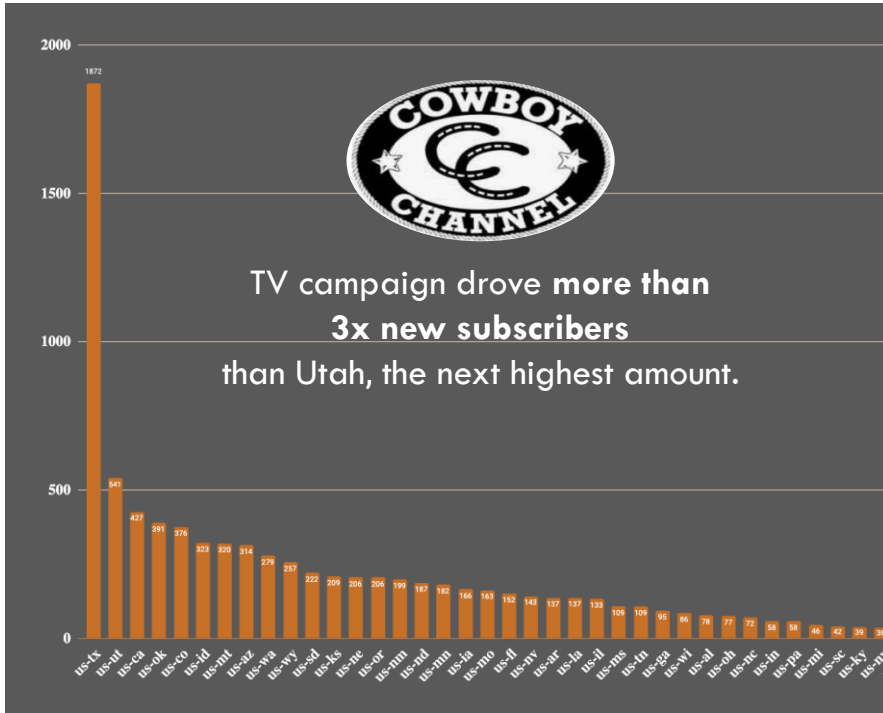


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Case Study:

Increase Subscriber Base for Specialty Channel

3x increase in new subs: Audience+TV beats digital only

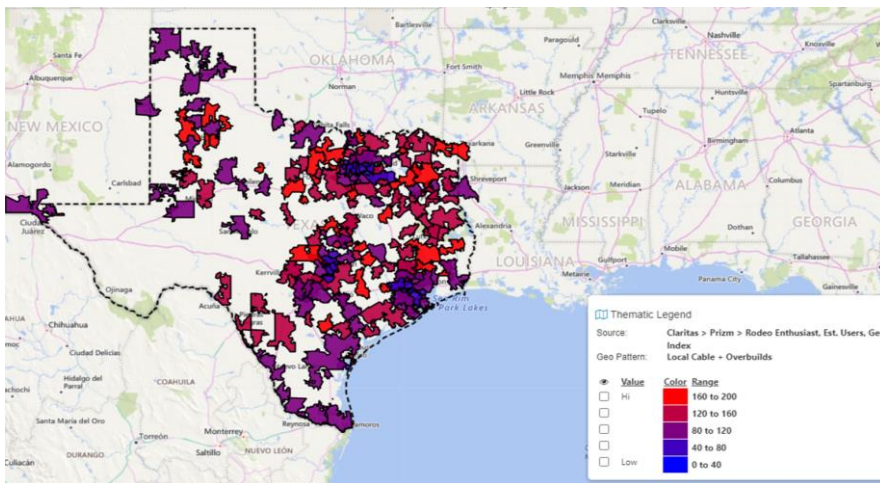


The audience-driven TV portion of the overall campaign was the most powerful driver of sign-ups.

By focusing budgets on high indexing locations, increased frequency was achieved. That made a real impact on *The Cowboy Channel's* subscription sign-ups, creating long-term customers.

Audience Segment Used:

Claritas: Rodeo Enthusiast*



Taking advantage of high audience concentrations, TV advertising was added to the campaign in Texas only, and the impact shows.

* Claritas PRIZM® Premier has over 8,000 syndicated audiences, accessed from a database covering 120MM+ HHs, 7K lifestyle behaviors, 8K demographic variables

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